ECWD2021 Outline

October 06, 2021

1. Update on the course content.
2. About Assignment 02.
3. Tools for documentation – word processing software, tools for drawing diagrams, digital camera.
4. Copyright issue
   1. The use of an image, photo or other creative works downloaded from the Internet.
   2. For those wordings, sentences, phrases and quotes not originated from you, you need to cite their sources.
   3. The creative commons (CC) license and the general public license (GPL).
5. Discussion – Facebook outage on October 4, 2021.
   1. Apple, Facebook, Microsoft are not strong in network technologies.
   2. Their products are mainly application level systems and operating systems.
   3. Amazon, Cisco, IBM and Google are strong in network technology development.
6. Overseas brands on family clothing – G2000 (HK), H&M (Sweden), Old Navy (USA), Uniqlo (Japan), Zara (Spain).
   1. Market segment is definitely a key factor directing the operations design, the marketing strategy and the website design.
   2. What are the common functions (resp. services) supported by (resp. delivered from) these websites? For example, product browsing, order placement and payment are three common functions. Newsletter is a common service.
7. ECWD Part I lecture.
   1. EC firms and tech firms.
   2. EC could mean many things.
   3. It could refer to a collection of ideas (resp. methods) which facilitate selling products with the use of online platforms.
8. General functions of a B2C website for product/service selling.
   1. Product catalogue.
   2. Order placement – Shopping cart, payment methods and method of delivery.
   3. Customer service – Enquiries, FAQ.
9. Additional functions for general public.
   1. Company profile.
   2. Contact information.
   3. Jobs opening.
   4. Product recommendation (Amazon).
10. Additional functions for customers (system developer).
    1. Forum and blogs, manual and case reports
    2. Developer networks.
11. Requirement analysis.
    1. Identify the functions and the contents to be made available on a website, with the reasons why the website should provide such functions and contents.
    2. Identify all the users who will access those functions and contents.
    3. Identify all the possible devices the users will use for accessing those functions and contents.
    4. Identify all factors related to the graphical design of all the webpages.
12. ECWD Part II lecture – Business process, information systems and business management. (\*\*\* Not yet started! \*\*\*)
13. ECWD Part III lecture – Review of IST. (\*\*\* Not yet started! \*\*\*)